

A big lift for the old ball game

Broadcasters happily spend about \$6.6 million more in 1976 than in previous year for baseball rights; advertisers are waiting in turn

Copyright 1976. Broadcasting Publications Inc.

The bounce is back in baseball for broadcasters. And there's extra spin on the ball for the major league clubs too.

For the past two seasons, sales to sponsors had been slowed by such factors as the gasoline shortage, travel restrictions and a general economic lag. This year, the vast majority of broadcasters covering the national pastime happily report that sales ran well ahead of previous seasons.

In turn, new contracts with the networks and local stations mean that the majors will realize \$50,820,000—\$6.6 million more for baseball rights than they received in 1975.

The 1976 radio and television money going to baseball will break down this way:

■ \$27,545,000 to the individual clubs from local and regional broadcasters for the rights to cover the games.

■ \$23.2 million to the majors from ABC-TV and NBC-TV under new four-year contracts that start this season.

■ \$75,000 to the leagues from CBS Radio under a four-year agreement that commences next month.

The coming season will see a lot of new faces, broadcast organizations and prices.

National television coverage of major league baseball will be split up for the first time in 28 years. In the new TV contract, totaling \$92.8 million over four years, NBC gave up exclusive rights to the package and shares its major elements with ABC-TV (BROADCASTING, March 17, 1975). ABC-TV gets *Monday Night Baseball* and NBC-TV keeps the *Saturday Game of the Week*, and the two networks will alternate the World Series (on NBC this year) and All Star game and league playoffs (on ABC this year). ABC's share of the four-year package has been put at about \$50 million, or \$12.5 million a year, and NBC's at \$42.8 million, or \$10.7 million annually. The four-year total of \$92.8 million is almost \$21 million more than the \$72 million NBC paid for all events in the preceding four-year contract.

If the season opens on schedule, ABC-TV plans to launch *Monday Night Baseball* on April 12 and cover 16 games in all in the prime-time series. Subject to change if the season is delayed, the dates are April 12 and 19; May 10, 24 and 31; June 7, 14, 21 and 28; July 5; Aug. 2, 9, 16, 23 and 30 and Sept. 6. New features include a "weekly wrap-up," presenting highlights of the preceding week's crucial games, and a "Closeup On..." feature showing major league stars off the field.

The All Star game is scheduled for July 13.

ABC-TV authorities say they have approximately 50 baseball advertisers set thus far and estimate that approximately 80% of the second- and third-quarter baseball availabilities have been sold. One-minute rates are pegged at \$50,000 in *Monday Night Baseball* (the same as NBC's top Monday night rate last year); \$110,000 in the All Star game (up \$10,000 from NBC's 1975 rate) and \$75,000 for National and American league playoff games played at night and \$50,000 for those played in daytime—the playoffs will be scheduled as day-night doubleheaders.

Major advertisers set for ABC's baseball coverage are Chevrolet (Campbell-Ewald), Firestone (Sweeney & James), Gillette (BBDO), Miller Brewing (McCann-Erickson) and Texaco (Benton & Bowles). In addition to about 40 with lesser buys, the following are said to have bought five minutes or more: Block Drugs (BBDO), Brylcreem (Kenyon & Eckhardt), Kentucky Fried Chicken (Burnett), Sears (Foote, Cone & Belding) and State Farm Insurance (Needham, Harper & Steers).

ABC-TV announced last week that Warner Wolf would be host on its baseball coverage. Bob Prince, who was released last year after 28 years as Pittsburgh Pir-

ates announcer, will do the ABC-TV play-by-play. Mr. Prince earlier had been signed by the Houston Astros. Third man in the ABC-TV booth will be Bob Uecker, who also does color for the Milwaukee Brewers.

NBC-TV plans to cover 26 games in the *Saturday Game of the Week* series but is reserving the starting date until baseball gets its own plans organized. Joe Garagiola will handle the play-by-play and Tony Kubek the color, with Jim Simpson and Maury Wills handling the backup games. These four, with others, are also expected to get World Series assignments.

The Saturday games are priced at \$25,000 a minute, up from \$19,000 last year, the World Series minutes average \$112,000 to \$113,000. The latter are virtually all sold out—"the earliest in memory," one sales official said—and the Saturday games are completely sold through the second quarter.

World Series advertisers are AMF (Benton & Bowles), American Gas Association (J. Walter Thompson Co.), Beecham (Kenyon & Eckhardt), Chrysler and Gillette (both BBDO), Foster Grant (Geer DuBois), Kentucky Fried Chicken (Burnett), Champion Spark Plug (JWT), Merrill Lynch, Pierce, Fenner & Smith (Ogilvy & Mather), Miller Brewing (McCann-Erickson), Polaroid (Doyle Dane Bernbach), Quaker State Motor Oil (Kenyon & Eckhardt), RCA (Burnett), Sony (DDB) and Xerox (Needham, Harper & Steers).

Saturday baseball advertisers on NBC-TV include Allstate Insurance (Burnett), Ace Hardware (D'Arcy-MacManus & Masius), Chrysler (BBDO), Delco (Campbell-Ewald), Gillette (BBDO), J.B. Williams (Parkson Advertising), Kentucky Fried Chicken (Burnett), Miller Brewing (McCann-Erickson), Michelin tires (Al Paul Lepton), Pharmacrast (Rumrill-Hoyt), STP (JWT), Sears (Foote, Cone & Belding), State Farm Insurance (NH&S) and Schweppes (Ted Bates & Co.).

The Saturday games last year averaged a 7.0 rating and 28 share, about the same as the year before, but the World Series games shot to new records, with no share less than 46, four above 50 and with the crucial seventh game reaching a 60 share. NBC researchers estimated the audience for that seventh game was 75,930,000 viewers, largest in sports history. They also calculated that the seven-game series had a cumulative audience of 393,530,000, the largest in series annals, and that the average game was seen by 56,220,000, another series record.

Network baseball rights, formerly held by NBC as part of its four-year \$72-million package, went to CBS Radio this year at a price described by Commissioner Bowie Kuhn's office as "in excess of \$300,000" for four years (BROADCASTING, May 12, 1975). The contract covers the World Series, the All Star game and the American and National league championship playoffs.

CBS Radio authorities said announcing teams have not been set but selling is under way. Kelly-Springfield (VanSant,

Would a computer office system profit your station now?

TAKE THE TEST

NAB BOOTH 108
or call
(800) 426-8872

PAPERWORK
systems inc.

P. O. Box 38 2000 "A" St., Bellingham, WA 98225 (206) 733-8510

Dugdale) and Anheuser-Busch (D'Arcy-MacManus & Masius) have been signed as participatory sponsors for the All Star game, playoffs and World Series. Airborne Freight Co. (Sederberg & Bell) has joined them for the All Star game, and Amana Refrigeration Inc. (Grey-North) for the playoffs and World Series.

On the local level, the champion Boston Red Sox appear to have also taken the honors for the highest radio-TV rights sale: \$2 million. But the reverberations from Boston broadcasters are that they're perfectly happy. WMEX(AM) Boston, the new radio originator for the Sox, reported a sellout. Along similar lines, the Cincinnati Reds organization, which sells its own radio, put out an SRO sign to sponsors as early as last Nov. 6.

Sales admittedly were slow for those clubs that performed less successfully on the field. And in two cases—the Chicago White Sox and the San Francisco Giants—transfers of ownership delayed selling. However, Bill Veeck took over the White Sox at the beginning of the year and the team's broadcast plans have rounded into good shape.

San Francisco's situation was not resolved until last Tuesday when the new owners, financier Bob Lurie and Bud Herseth, Phoenix meat packer, were approved by the other club owners.

Still a problem is the threat of a players' strike, though that is not expected to carry over to the opener (April 8) as did a strike two seasons ago. Immediately threatened are exhibition games that could upset preseason broadcast plans.

For the 1977 season, Seattle has already been awarded an American League franchise and the club league owners will be concentrating on such questions as parallel expansion for the National League and interleague play during regular season. The latter possibility is regarded an opportunity for local broadcasters to offer a more diversified and attractive lineup of radio-TV games.

BROADCASTING, as it does each year, checked in in each major-league city for a rundown of broadcast plans. Pregame and postgame sponsors are listed in the team capsules that immediately follow; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 54 and 55.

American League-East

Baltimore Orioles

Broadcast plans in Baltimore last spring suffered several near balks due to speculation about an Orioles franchise switch. This year the team is firmly settled not only in that city, but at its usual radio and television perches. The result: Sales went both well and early.

WBAL(AM) Baltimore will originate the full 162-game season plus 10 preseason



Clean-up broadcasters. Paul Kelly (seated, r), vice president and general manager, WMEX(AM) Boston, has good reason to smile: the station is 100% sold out on its coverage of Red Sox games in the first year the station holds broadcast rights. Representing one major sponsor on the baseball schedule is Frank Moynihan, account supervisor for Young & Rubicam on New England Chrysler-Plymouth Dealers. Standing: Jim Woods (l) and Ned Martin, announcers on the Sox games.

games, starting tomorrow (March 9). The coverage will be fed to a regional network of more than 35 stations. Metro Communications, Bethesda, Md., is coordinating the arrangements.

Chuck Thompson and Bill O'Donnell will be back to handle radio as well as television.

WBAL's sports director, Ted Patterson, will handle a pregame program sponsored primarily by Hardees (direct), Gabriel shock absorbers (Airtime) and Federal Savings and Loan.

James P. Fox, general sales manager of WBAL, underscored the happier sales picture for baseball this winter. "There's been a renewed interest in baseball by the fans and by the sponsors," he observed. "It was easier selling this year; in fact, we had sold out by Christmas."

WJZ-TV Baltimore, television home of the Orioles since 1964, will telecast 51 regular-season games and one exhibition—the first major-league baseball game in the New Orleans Superdome. That will

be March 20 with the Orioles facing the Pittsburgh Pirates. The TV schedule will be nine home and 43 away dates.

The regional television network so far includes WDCA-TV Washington (for 26 games), WSBA-TV York, Pa., (40 games), and WBOC-TV Salisbury, Md., (20 games). Negotiations are being conducted with seven other TV stations.

WJZ-TV's principal promotions will be a WJZ-TV Banner Day (Aug. 15) and an Orioles Jacket Day (Aug. 28) at Baltimore's Memorial Stadium.

Broadcast rights are held by Carling National Brewing Co. National Brewing was merged into Carling last year.

Boston Red Sox

After 30 years of broadcasting Red Sox games, WHDH(AM) Boston relinquished the rights, claiming it could not make a profit from the coverage of the World Champions. Stepping in is WMEX(AM) Boston, which reports a sell-out of its coverage and calls it a profitable undertaking.

WMEX will be in the first year of a five-year contract. It will broadcast 15 preseason and 162 regular-season games. A regional network of 52 stations has been assembled.

Returning for his 15th year as Red Sox play-by-play announcer will be Ned Martin. Jim Woods will be the color man. Mr. Martin will conduct the 10-minute pregame *Dugout Interview* sponsored by Household Finance Corp. (Needham, Harper & Steers). A postgame 10-minute show will feature Mr. Woods and will be sponsored by the Amoco Dealers of New England (Barron, Hillman & Mellnick).

WSBK-TV Boston is in the second year of a five-year contract with the Sox and is offering five preseason and 100 regular-season games. The UHF station will feed coverage to five other stations in New England.

Back for announcing chores will be Dick Stockton (play-by-play) and Ken Harrelson (color). A post-game show of 15 to 20 minutes also will be carried. The management of the station has a policy of not revealing sponsors but one official said the schedule is about one-half sold and more

WJFM The power to persuade

With 500,000 watts, WJFM covers 26 counties in southern Michigan—about 750,000 households. And they are listening, as proved by the mail bags we receive.

Who are these listeners? They're those 18 to 49 who appreciate this good music station, programmed to the adult who enjoys the very best—and often buys the very best.

The nation's most powerful FM station.



The Power to Persuade
RADIO: 500,000 WATTS, 100.1 MHz
TV: 100.1 MHz, 100.1 MHz
TELEVISION: 100.1 MHz, 100.1 MHz
SPEECH: 100.1 MHz, 100.1 MHz
MUSIC: 100.1 MHz, 100.1 MHz
NEWS: 100.1 MHz, 100.1 MHz
SPORTS: 100.1 MHz, 100.1 MHz
WEATHER: 100.1 MHz, 100.1 MHz

WJFM

CBS RADIO FOR GRAND RAPIDS AND WESTERN MICHIGAN
Avery-Knode, Inc., Exclusive National Representatives

advertising dollars are committed to date than last year.

Sources in Boston believe that the rights figures for the Red Sox are the highest in the major leagues.

Cleveland Indians

WWWE(AM) Cleveland will again carry all 162 regular-season Indians games with a network of 23 radio stations (five more than last year). The announcing team of Joe Tate and Herb Score remains intact. With some automotive packages and a soft drink sponsor nearly sold, the station reports "super" sales this year, saying its basketball and hockey coverage has lent momentum to some sponsorships.

WJW-TV Cleveland begins a two-year contract this year, the station's 16th year with the Indians. The station will carry 40 games (25 away games); WLYT(TV) Youngstown, Ohio, also will pick up the coverage. No pregame or postgame shows are planned. For the fourth year, Harry Jones and Jim (Mudcat) Grant, former Indians pitcher, will be play-by-play announcers. The station expects "very, very good sales" with the addition of some new clients.

Detroit Tigers

WJR(AM) Detroit is in the second year of a five-year contract and its 24th year with

the Tigers. The station will carry 162 season games and 13 exhibition games on a network of 50 stations. Ernie Harwell and Paul Carey return to handle play-by-play announcing. Mr. Harwell will do pregame and Mr. Carey, postgame shows, each 10 minutes in length. The station reported sales are "pretty good...better than last year."

WWJ-TV Detroit is also in the second of a five-year contract with the team and plans 46 games again this year. A network of five stations will carry 40 games; six Sunday games will be broadcast in Detroit only. Sponsors are not yet sold for the 15-minute pregame shows and the station has no plans for post-game shows.

Announcers George Kell and Don Kremer will be joined by Larry Osterman, who last year was featured on road games, and by retired Tiger Al Kaline.

Most of last year's sponsors will renew, with several additions to be announced, for both radio and television.

Milwaukee Brewers

WTMJ-AM-TV Milwaukee is on tap again for the Brewers under another one-year rights contract.

The radio network is being expanded to 52 affiliates with WTMJ originating coverage of 10 exhibitions and the regular-season schedule.

Merle Harmon will be in his seventh year with the Brewers doing the radio play-

by-play plus alternate color assignments on TV.

Pregame programming will include the consecutive *Merle Harmon Show*, *Hank Aaron Show* and *Alex Grammas Show* (featuring the Brewers manager).

WTMJ-TV will offer 30 telecasts and have a regional hook-up with five other outlets.

Veteran sportscaster Ray Scott is taking over the Brewers' play-by-play on TV. Bob Uecker returns for his second season on color, alternating with Mr. Harmon. Mr. Uecker also will do a postgame scoreboard program on the radio side.

New York Yankees

WMCA (AM) New York will carry the 162 regular and 11 preseason games of the Yankees during the second year of a three-year contract. Radio rights to the games are held by the Manchester Productions Inc., New York, which produces and sells the broadcasts. It has arranged a regional network of about 35 stations in New York, Pennsylvania, Connecticut and Massachusetts.

Back for announcing on radio and television will be Phil Rizzuto (coming up for his 20th year), Frank Messer and Bill White. There will be a 10-minute pregame radio show titled *The Bullpen*. Though a definite decision has not been made on the host, the probability is this role will be rotated among the three game announcers. No sponsors are firm for the show.

Approximately 60% of the advertising in the schedule has been sold by Manchester, "putting us well ahead of last year at this time," according to a company spokesman. This marks the second year Manchester is producing and selling the Yankee radio games.

WPIX (TV) is heading toward the 26th year of its Yankee coverage and is in the first year of a new three-year contract. It will carry a total of 80 contests, including two preseason games. Though plans are not complete, the station expects to have a regional network of about 10 stations. There will be no pregame or postgame program.

Business is much improved over last year, according to a station official. He said the schedule was about 75% sold by late February.

Home games will originate in 1976 from new radio-TV facilities of Yankee Stadium, which has been extensively refurbished during the past two years.

American League-West

California Angels

For the 16th season KMPC(AM) Los Angeles will carry the Angels, distributing the games to a regional network of 19 stations. A three-man announcing team of Don Drysdale, Dick Enberg and Dave Niehaus, will do play-by-play, color com-

Broadcasting's new source of production wealth.



Commercial production music and sound effects together as only TM could do it.

Premiering at the NAB, Hilton Suite 2306 — Or
call Jerry Atchley collect — (214) 634-8511

1349 Regal Row Dallas, Texas 75247

TM
TM Productions, Inc.

continued on page 56

Baseball's '76 opening line-up: money, stations, sponsors

AMERICAN LEAGUE-EAST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 825,000	\$ 825,000	WJZ-TV 2	WBAL 35	TV: Carling National Brewing (Donor), Ezrine Tire Co. (Jack Gerber), Tasty Cake (Lewis & Gilman), Standard Oil of Indiana (D'Arcy), B. Bugatch Stores (furniture) (direct), Fox Chevrolet (Rosenbush), RPS Auto Parts (Mathis, Burden & Charles), Maryland State Lottery (Rosenbush). Radio: Carling National Brewing, RPS Auto Parts, Maryland State Lottery, Baltimore Buick Dealers (Van Sant, Dugdale), Equitable Trust Bank (Doner).
Boston	2,000,000	1,525,000	WSBK-TV 5	WMEX 52	TV: TBA. Radio: Plymouth Dealers of New England (Young & Rubicam), Zayre Department Store, (Ingalls Associates) 1/6th; Budweiser (D'Arcy-MacManus & Masius), Boston Globe (Quinn & Johnson), Getty Oil (Air Time), Delta Airlines (Burke Dowling & Adams), Coca-Cola (McCann-Erickson), all 1/9.
Cleveland	900,000	800,000	WJW-TV 1	WWWE 23	TV: Genesee Beer (Esty), City Savings & Loan (WB. Doner), American Motors (Cunningham & Walsh), Blue Cross-Blue Shield (Carl Liggett), Miles Aka Seltzer (J. Walter Thompson). Radio: Stroh's Beer (direct), Gabriel shock absorbers (Airtime), Blue Cross-Blue Shield of N.E. Ohio, Convenient Food Mart (Gaffney), Cleveland Plain Dealer (Meldrum & Fewsmith).
Detroit	1,200,000	1,200,000	WWJ-TV 5	WJR 50	TV: Expected renewals with several additions: Pabst (Kenyon & Eckhardt), American Oil (D'Arcy-MacManus & Masius), Lincoln-Mercury Dealers Association (K&E), PepsiCo (BBDO), Hygrade Foods (Doner), Automobile Club of Michigan (Stockwell & Marouse). Radio: TBA.
Milwaukee	600,000	600,000	WTMJ-TV 5	WTMJ 52	TV: Pabst (Kenyon & Eckhardt), True Value Hardware (direct). Radio: Chevrolet (Campbell-Ewald), Graf's soft drinks, Mautz paints (direct).
New York	1,200,000	1,300,000	WPIX 10	WMCA 35	TV: Miller Brewing (McCann-Erickson), 1/4; Toyota (Dancer-Fitzgerald-Sample), 1/6; Chevron Oil (BBDO), 1/8; Colonial Provision for Yankee Franks (Hill, Holliday, Connors, Cosmopolis), 1/8; Panasonic (Bates), 1/16. Radio: Gabriel shock absorbers (Post, Keyes-Gardner); Getty Oil (DKG); Morsan Sporting Goods (direct); Yoo-Hoo chocolate drink (Weiss & Geller); Planters—Curtiss candies (Lee King & Partners); Colonial Provisions (Hill, Holiday, Connors & Cosmopolis), Aamco transmissions (Albert Jay Rosenthal); F & M Schaefer (Summit); Jack-in-the-Box restaurants (Doyle Dane Bernbach).

AMERICAN LEAGUE-WEST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTLA	KMPC 19	TV: Goodyear (Bruce Wert Advertising), Home Savings & Loan (Honig, Cooper & Harrington), J.C. Penney (Penco), Toyota (Dancer-Fitzgerald-Sample), Harris and Frank (Mark 4 Advertising). Radio: Anheuser-Busch (Gardner), Chevrolet (Campbell-Ewald), Continental Airlines (Benton & Bowles), Standard Oil (BBDO).
Chicago	1,750,000	1,200,000	WSNS	WMAQ	TV: Chicagoland McDonald's Assn. (G.M. Feldman), Zenith Radio Distributors Co. (InterOcean), Commonwealth Edison (Burnett), Interlake Inc. (Huwen & Davies), True Value Hardware (Home Products Marketing), Household Finance Corp. (Needham, Harper & Steers), Aamco Transmissions (Rosenthal). Radio: Chevrolet (Campbell-Ewald), Zenith, Chicagoland McDonald's, Standard Federal Savings & Loan (The Media Bureau).
Kansas City	350,000	350,000*	KBMA-TV 4-8	WIBW 50	TV: (network) Hamm's Beer (Dancer-Fitzgerald-Sample), Standard Oil of Indiana (D'Arcy-MacManus & Masius), Southwestern Bell (D-M&M), (spot) Union Pacific (Media Marketing Affiliates), Western Auto (Berrickman), Sheraton Royal (direct), Noxzema, Consolidated Cigar, Quaker State oil, Radio: Guy's Foods (Berrickman), A.C. Delco (direct), Hills division of Rivalta Foods (direct), Bumper to Bumper auto parts (Fromm).
Minnesota	1,050,000	1,025,000	WTCN-TV 8	WCCO 30	TV: Midwest Federal Savings and Loan (M.R. Bolin), three innings: Schmidt beer (Burton Sohigian), two innings: Phillips Petroleum (Tracy-Locke), one-half inning: Kentucky Fried Chicken (Burnett); Ford Motorcraft (K&E); Ski Power Tools (direct); Valley Fair shopping center (direct). Radio: Pabst beer (K&E), General Mills, Gabriel shock absorbers (Airtime), Chevron Chemical.
Oakland	1,000,000	1,000,000	KPIX 3	KEEN TBA	
Texas	700,000	700,000	KXAS-TV 12	WBAP 24	TV: Chevrolet (Campbell-Ewald), Champion Spark Plugs (J. Walter Thompson) and Coca-Cola. TV spot buyers are Frey Meats (Fessel, Siegfried & Muller), Southwestern Bell, Arlington Convention Bureau, Brylcreem, Noxzema and Western Co. Radio: Chevrolet, Champion Spark Plugs, Coca-Cola. Radio spot buyers are Frey Meats, Southwestern Bell, Arlington Convention Bureau, Gabriel shock absorbers, Guys chips, Sanger Harris (Haggar slacks) and 7-11 Stores.
AL totals	\$12,575,000	\$11,525,000			

Not included in the table is ABC's payment for nationally televised games that will amount to \$12.6 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a new four-year contract that begins this season. In addition, CBS Radio has acquired radio rights for four years for "in excess of \$300,000" (see page 50).
*Revised figure

NATIONAL LEAGUE-EAST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,200,000	WGN-TV 15	WGN TBA	TV: Union Oil (Burnett), Kentucky Fried Chicken (Burnett), True-Value Hardware (Home Products), Yellow Pages (Earl Ludgin), Zenith Radio Distributing Corp. (InterOcean Adv.), Commonwealth Edison (Burnett). Radio: G. Heileman Brewing—Old Style Beer (Campbell—Mithun), Chicagoland Buick Dealers (Post-Keyes-Gardner), True Value Hardware, General Finance Corp. (P-K-G), Chicagoland McDonald Operators (Rothenberg, Feldman & Moore), Skil Corp. (Young & Rubicam).
Montreal	1,100,000	1,000,000	CBC (English) 43 (French) 13	CFCF (English) 11 CKAC (French) 24	TV: Expected but not confirmed (as of Feb. 19) are Tremco Inc. building supplies (Liggett); Carling-O'Keefe Breweries/K-Tel (Caledon; Hayhurst); General Motors (Foster); Gillette (McKim); Texaco (Ronalds/Reynolds). Radio: Carling-O'Keefe Breweries; Texaco; Steinberg's supermarket chain (Grey), Sun-Life Assurance Co. of Canada (Ingalls), Gabriel shock absorbers by Maremont (Post-Keyes-Gardner), Loto Quebec (direct), Canadian Pacific Hotels (McKim), MacDonald Drive-Ins (Needham, Harper, Steers).
New York	1,500,000	1,500,000	WOR-TV	WNEW 25	TV: Schaefer Brewing (Summit Advertising) Manufacturers Hanover Bank (Young & Rubicam), Chevrolet Dealers (Campbell-Ewald), Radio: Schaefer (Summit), Astoria Federal Savings & Loan (Mihac Advertising), Getty Oil (D-K-G).
Philadelphia	1,700,000	1,600,000	WPHL-TV 3	WIBG 21	TV: Chrysler Dealers, Gino's Restaurants and Rustler Steak Houses (all Young & Rubicam), Buick Dealers (Newton), Goodyear Tire & Rubber (Bruce West Advertising), Philadelphia Savings Fund Society (Weightman), Girard Bank (Aitkin-Kynett), Schmidt Brewing (Rosenfeld, Sirowitz & Lawson), Tasty Baking (Lewis & Gilman), Two Guys (Ed Libov Associates), Ceritano Wines (direct), Barett Shoes (Beta), Pennsylvania Lottery (Saunders, Levitt & Sigorsky), Radio: Chrysler Dealers, Gino's (Y & R), Daily Juice Products (Lewis J. Sawtelle), Girard Bank (A-K), Celebrity Travel Club (direct), MAB Paints (Ted Riemel), Parodi cigars (Promotional Opportunities), Sun Oil (Wells, Rich, Greene), Tasty Baking, Philadelphia Daily News, Acme Markets, Al Berman Clothes Ceritano Wines (all direct), Buick Dealers (Newton).
Pittsburgh	1,200,000	1,200,000	KDKA-TV 4	KDKA 48	TV: Pittsburgh Brewing's Iron City beer (Ketchum, MacLeod & Grove) 1/3, U.S. Steel (Compton) 1/9, Mellon Bank (McCann-Erickson) 1/12. Radio: Pittsburgh Brewing, Chevrolet (Campbell-Ewald), Second Federal Savings & Loan, Daily Juice Products, Ziebart undercoating, Open Pantry convenience stores.
St. Louis	1,000,000	1,000,000	KSD-TV 14	KMOX 115-120	TV: Anheuser-Busch (Gardner), Lennox Dealers heating and air conditioning (Deppel), Blue Cross (Total Communications) Kentucky Fried Chicken (E.M. Reilly & Associates), First National Bank of St. Louis (Gardner), Phillips 66 (Tracy-Locke), Unifroyal (Ogilvy & Mather) Schnuck's Food Markets (Stolz), Lincoln-Mercury Dealers of St. Louis (K&E). Radio: Anheuser-Busch, General Finance Corp. (Post-Keyes-Gardner), Chevrolet Division of General Motors for Chevy trucks (Campbell-Ewald), Sun Oil Sunoco and DX gas (Wells, Rich, Greene), First National Bank of St. Louis (Gardner), Mizerany Appliances (King, Towne).

NATIONAL LEAGUE-WEST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTCG 29	WSB 50-60	TV: (network) Coca-Cola (McCann-Erickson), Chevrolet (Campbell-Ewald), Delta Airlines (Burke, Dowling, Adams), Goody's headache powder (Tucker-Wayne), Applejack chewing tobacco (Stuart-Ford), (partial network) General Finance (Post-Keyes-Gardner), Cotton States Insurance (McRae & Bealer), Gabriel shock absorbers (Post-Keyes-Gardner), Kahn's weiners (McRae & Bealer), Midas Muffler (Wells, Rich, Greene), S.S.S. Tonic and 20-20 Eyedrops (Tucker-Wayne), Trust Co. Bank (Tucker-Wayne), Black & Decker power tools (direct), A.C. Delco (direct), Union Oil (Burnett). Radio: Miller Brewing (McCann-Erickson), Union Oil (Burnett), Toyota (Dancer-Fitzgerald-Sample), Goodyear (Bruce Wert), Pinkerton Tobacco (Cunningham & Walsh), Block Drug (Grey), Vitalis (direct) Gum Out (Aitkin-Kynett), Noxell, Mennen, Royal Braka Centers (direct), Speir Insurance (direct).
Cincinnati	1,660,000	1,560,000	WLWT 13	WLW 124	TV: Hudepohl Brewing (Leonard Sive & Assoc.), Frisch's Big Boy restaurants (Rollman), Fifth-Third Bank (Freedman), Jake Sweeney Chevrolet (direct), Tresler oil (direct), Ford Motorcraft (Kenyon & Eckhardt), Radio: Stroh Brewing (DDB), Marathon oil (direct), Frisch's Big Boy restaurants, First National Bank of Cincinnati (Northlich/Stotley), Pepsi-Cola (Robert Acomb), Kings Island amusement complex (J. Walter Thompson), River side Ford (direct), Conwood Tobacco Co. (Tucker-Wayne).
Houston	1,000,000	1,000,000	KPRC-TV 20	KPRC 25	TBA
Los Angeles	1,800,000	1,800,000	KTTV	KABC 19	TV and radio: California Federal Savings & Loan (Jensen), Union Oil (Burnett), Farmer John meat products (Pacific West), Southern California Datsun Dealers (Parker), Continental Airlines (Benton & Bowles) will be on radio only.
San Diego	710,000	710,000	Being negotiated	KOGO	TV: Arrangements with XETV is being negotiated; sponsors TBA. Radio: Schlitz (Burnett), Culligan Soft Water Dealers, Mission Cable Co., Champion spark plugs (J. Walter Thompson).
San Francisco	1,100,000	1,100,000	TBA	TBA	TV: Security Pacific Bank (Young & Rubicam). Radio: TBA.
NL total	\$14,970,000	\$14,670,000			
Majors' total	\$27,545,000	\$26,195,000			

mentary and alternate in pregame and postgame shows. Pregame and postgame sponsors include J.C. Penney Co. (Penco), Disneyland (Vista Advertising), Orange County Transit District (Basso-Boatman) with special double-header program—*Angel's Club House*—sponsored by Let's Dine Out (direct).

KTLA(TV) Los Angeles will telecast the Angels for the 13th year. The same three-man announcing team will provide coverage for television.

Gene Autry, chairman of the board of KMPC and KTLA (Golden West Broadcasters) is also chairman of the Angels.

Chicago White Sox

WMAQ(AM) Chicago is in the fifth consecutive year with the White Sox and will again cover nine preseason games and 162 regular-season games. No regional network is planned.

Two announcers will alternate radio and television broadcasts: Harry Caray, who will again handle a 10-minute pregame program, will be joined this year by Lorn Brown, who will handle the 10-minute postgame show.

WSNS(TV) Chicago will carry 125 regular-season games and has no network this year (but will feed to 116 cable systems).

In addition to announcing by Messrs. Caray and Brown, WSNS will air a pre-pregame program called *Bob Elson, Sports & Comment* conducted by Bob Elson. Once again, remote production of games is handled by a unit of WGN-TV Chicago.

Both WMAQ and WSNS report the selling season began a few months late this year, due to problems with the change of the ball club's ownership.

Kansas City Royals

WIBW(AM) Topeka, Kan., in the second year of a three-year rights agreement, will broadcast all 13 exhibitions and the 162-game regular schedule. About 50 stations have signed on for a regional network to cover six states. Chief announcing duties will be handled by Denny Matthews, with back-up from Fred White.

Aside from pregame and postgame shows, WIBW will offer *The Whitey Herzog Show*, featuring the Kansas City Royals manager. That show, sponsored by Gabriel shock absorbers (Airtime) will precede the pregame show, sponsored by Milgram Food Stores (Bernstein, Rein & Boasberg) and Raintree Lake (Jim Everitt). Gabriel also will sponsor the postgame show.

KBMA-TV Kansas City, Mo., has locked in four stations and has hopes of doubling that number in a regional network as it enters the third year of a three-year contract

with the Royals. Dick Carlson will be doing play-by-play for the 35 road games to be telecast.

According to KBMA-TV Sales Manager Stuart Powell, the postgame show has been dropped this year because of the low audience pull it has had in the past. A pregame show, *Royals Dugout*, will continue and although it hasn't yet been firmed up, State Farm Insurance again is expected to sponsor the show.

Minnesota Twins

WCCO(AM) Minneapolis-St. Paul continues as the radio outlet of the Twins for four exhibitions and the entire regular-season schedule. Coverage will be fed to a regional network of 30 stations in Minnesota, Montana, Iowa and the Dakotas.

Herb Carneal will be back for his 15th season as a Twins sportscaster. He will be joined by Frank Quillici, Twins manager through last season, who has been doing special assignments for WCCO during the last five years. The *Gene Mauch Show*, with the Twins manager, and Mr. Carneal's *Scoreboard Show* will precede and follow the games.

WCCO said that it will continue to sell rotating spots throughout baseball, rather than sell by innings. The plan, instituted in 1974, permits commercials in one-minute and 30-second lengths.

The station supports its advertisers by a Twins ticket-allowance plan, a special VIP sponsor box at games, a World Series excursion offer plus other promotions.

WTCN-TV Minneapolis-St. Paul, which took over as Twins television outlet last year, will telecast four home and 46 away contests this season. Coverage will be relayed to three stations in Minnesota, three in North Dakota and two in South Dakota.

Joe Boyle will do play-by-play. A color man is to be announced.

WTCN-TV reported brisk baseball sales and that its advertiser line-up was in shape earlier this year.

WCCO and WTCN-TV have agreements with Midwest Federal Savings and Loan Association there, which holds the Twins broadcast rights under a contract through the 1979 season.

Oakland A's

After four seasons on KEEN(AM) San Jose, Calif., club officials were negotiating a possible switch but did not entirely rule out a return to KEEN.

Westinghouse's KPIX(TV) San Francisco has TV rights for the third straight year and plans to feed at least two other California stations and possibly one in Nevada. KPIX will cover 25 games, same as last year.

Monte Moore, voice of the A's for 15 years, will again do play-by-play, with KPIX Sports Director Wayne Walker handling color on Oakland and Anaheim originations, others on road games. KPIX, a net-

At last.
Station identification
that works.



The most significant advancements in station self-promotion ever developed. The "You" Campaign. "Energy Force". "Synergy". "Good Feelings II".

Hear broadcasting's newest most heralded station ID products at the NAB, Hilton Suite 2306. Or call Jerry Atchley collect — (214) 634-8511.

1349 Regal Row Dallas, Texas 75247

TM

TM Productions, Inc.

work affiliate, which rarely has been able to accommodate pregame and postgame shows, plans none this year. In-game advertising contracts were still being negotiated as uncertainty over season's start date continued.

Texas Rangers

For the third straight year, the Rangers' broadcast picture has improved. WBAP(AM) Fort Worth-Dallas returns to cover 170 exhibition and regular-season contests, feeding 164 games to a regional network of 18 stations. Big additions are affiliates in Oklahoma City, Amarillo, Tex., and Lubbock, Tex.

KXAS-TV Fort Worth-Dallas plans to telecast 25 games and 15 of the contests will be carried on a new 12-station TV network. Last summer, the Rangers ran a trial TV game in a number of prospective markets and in 10 of 12 areas drew a number-one rating, according to the club.

The Rangers broadcast team continues to be Dick Risenhoover and Bill Merrill.

Pregame and postgame sponsors on radio and television include Dr. Pepper and the Dallas and Tarrant County Chevrolet Dealers Association.

The City of Arlington, Tex., through a separate corporation, holds the broadcast rights to the Rangers under a 10-year agreement that is going into its fifth year. The city's Entertainment Division handles all sales and other radio-TV arrangements.

"Business is good, though some crucial signings still pend," said Roy M. Parks, sales manager-public relations director. "But at this point [Feb. 25] our projections are that our total revenue will be up by \$400,000."

National League-East

Chicago Cubs

WGN(AM) Chicago has sold out the schedule of 10 exhibition games and 162 regular season games of the Cubs. The three new sponsors—General Finance Corp. (Post, Keyes, Gardner), Chicagoland McDonald Operators (Rotherberg, Feldman & Moore) and Skil Corp. (Young & Rubicam)—join three returning sponsors at "slightly more than \$100,000" one-sixth sponsorship for all games. This is the first season of a new three-year contract with the Cubs. Returning play-by-play announcers are Vince Lloyd and Lou Boudreau.

Sales are running late for WGN-TV Chicago. The station reports 145 games will be carried by an affiliate network, tentatively set at 15 stations. WGN-TV has carried Cubs games since 1948; WGN(AM) since 1959. The TV station likewise enters the first of a three-year contract.

Returning announcers are Jack Brickhouse and Jim West. The 10-minute



Red-hot combination. Colonial Provision Co., Boston, added television to baseball games and hot dogs and last year made a grand slam for its "Fenway Franks" in the land of the Red Sox. This year it hopes the same formula will clear the bases in New York for "Yankee Franks."

Colonial and its agency, Hill, Holliday, Connors, Cosmopolis Inc., Boston, in 1975 hit upon the idea of developing a new frankfurter; giving it a name that linked it to baseball, and then advertising it as "the beef frank you can buy at your supermarket with the taste that takes you out to the ball game." Out of this emerged Fenway Franks, named after the Boston Red Sox ball park. The franks were sold at no other athletic arena than Fenway but were available in supermarkets. Supporting the introduction was heavy television and radio on Boston stations and on Red Sox telecasts on WSBK-TV there. The pay-off: in less than a year, Colonial jumped from number four to number one in New England in terms of frankfurter sales, and sales at the ball park more than doubled from 1974 to 1975.

Now Colonial is branching out to New York with the Yankee Franks. Yogi Berra, Yankee coach and former baseball star and New York Mets manager, is featured in the commercial that stresses the point that the hot dogs are available not only at Yankee Stadium but in local supermarkets.

Through its agency, Colonial has bought into coverage of the Yankee games on WMCA(AM) and WPIX(TV), both New York, and schedules on other stations in the area during the 1976 season.

pregame show, *Lead-off Man*, sponsored by Danley Lumber Co. (Rocklin-Irving Assoc.) and the 10-minute postgame show, *10th Inning* (sponsor TBA), will return with the postgame feature scheduled only when time permits.

New York Mets

WNEW (AM) New York moves into the second year of a three-year pact with the New York Mets and will broadcast 10 pregame and 142 regular games. The Mets will have a regional radio network of approximately 25 stations.

Announcing again on radio and television will be Lindsey Nelson, Bob Murphy

and Ralph Kiner. There will be a 10-minute pregame and postgame show featuring Chip Cippola but with no sponsorship details available.

WOR-TV New York begins its 15th season of Met telecasting in 1976. The station is going into the third year of a three-year pact. On tap this year will be three pregame and 117 regular-season contests. There will be a postgame *Kiner's Korner* program but sponsorship information has not been released.

The station reports impressive gains in in-game sponsorship. "It's a super year," according to Robert Fennimore, vice president and general sales manager of WOR-TV, who attributed the upsurge to "more widespread acceptance of our product (the games)" and to the improvement in the economy.

Montreal Expos

CKAC(AM) Montreal is again the anchor station for the French network of 24 stations. Most radio affiliates will carry a minimum of 140 games (likely 150), along with the 15-minute pregame and 10-12-minute postgame shows for most Expo games.

CFCF(AM) Montreal is in the second year of a three-year contract as originating station for the English-language network comprising 11 affiliates and including three American stations.

Radio announcers for the English-

**ever Hear of a
TROUBLE FREE
FM antenna?**

CCA Electronics has a new
series of circularly
polarized FM
Antennas that
are RADICALLY DIFFERENT
from existing antennas—

both in appearance and
in results!

Visit our exhibit at the
NAB (Booth 602) and we'll
show you what we mean.

© CCA Electronics Corp. 1976

CCA

CCA Electronics Corporation
719 JERSEY AVENUE, GLOUCESTER CITY, NEW JERSEY 08030
PHONE: (609) 456-1710 TELE: 94-2200

language stations are Dave Van Horne and Russ Taylor with the addition of Duke Snider. French stations will again feature Jacques Doucet and Claude Raymond on play-by-play.

Radio sales have been good, if delayed. CKAC reports 12 of 16 spots have been sold and the expectation is a sellout with interest in the Expos at a peak. CFCF notes that with Toronto almost getting a team (from San Francisco, ruled out the second week in February), advertisers had a 'wait and see' attitude until the last minute.

The Canadian Broadcasting Corp. is in the second year of a six-year television rights agreement with the team and will televise 20 games this season, most on Wednesday nights with two or three on Saturdays. As last year, 43 English and 13 French stations in Canada will carry the schedule. The announcing teams continue as Dave Van Horne and Duke Snider (English) and Guy Ferron and Jean-Pierre Roy (French).

The sales picture is "about the same as last year" for CBC, with a projected 60-75% of total sales, according to Gordon Craig, head of sports.

Philadelphia Phillies

WIBG (AM) Philadelphia will broadcast 162 regular season games and 20 preseason contests of the Philadelphia Phillies in the first year the station is carrying the schedule, replacing WCAU(AM) there. A regional radio network of 21 stations has been assembled.

The ball club owns the radio rights to the games and sells the in-game sponsors. An official of the Phillies said about 90% of the advertising schedule has been sold and a sell-out is expected by the time the season opened.

Returning for announcing chores on TV and radio will be Harry Kalas and Richie Ashburn. Byrum Saam, after 38 years with the Phillies games, has retired, and replacing him is Andy Musser. WIBG has sold sponsorship in pregame and postgame programs, plus adjacencies, to Aamco (Group II), Pep Boys automotive parts (direct), Colonial Federal Savings

and Loan and Warren Cards & Gift Shop (Callahan) and Gabriel shock absorbers (Post-Keyes-Gardner).

WPHL-TV is beginning a new three-year contract and will telecast 70 games, including two exhibitions. Three other outlets in Pennsylvania are picking up the coverage. There will be a 15-minute pregame show with Richie Ashburn sponsored by the Philadelphia Buick Dealers (John Newton Advertising) and 10-minute postgame program with Bob Bradley, sponsored by Household Finance (direct).

Approximately 75% of the in-game sponsorship already has been picked up.

Pittsburgh Pirates

KDKA-AM-TV Pittsburgh is on deck for the Pirates with Westinghouse Broadcasting Co. (two-thirds) and Pittsburgh Brewing Co. (one-third) as holders of broadcast rights.

KDKA will feed coverage to 48 other stations with Milo Hamilton, formerly of the Atlanta Braves, and Lanny Frattare as the new announcer team.

Principal pregame sponsor is Joe Ziskind (general maintenance-home repair) and The Coach House is buying a postgame show. *Doubleheader News* has been taken by Homelite Products.

KDKA-TV plans are for one preseason telecast and a minimum of 38 regular-season telecasts. Four stations are on a regional network so far.

Messrs. Hamilton and Frattare will also handle the television side.

Bill Strong, KDKA-TV general sales manager, indicated that sales were comparable to last year, despite a slowdown in an area where the Pittsburgh Steelers' participation in the football Super Bowl kept football in the forefront under mid-January. He cited exceptionally high ratings for Pirates broadcast as one key to the better selling.

St. Louis Cardinals

KMOX(AM) St. Louis will again be doing business in Busch Stadium and on the road with the Cardinals. Nine preseason and 162 season games will be covered with

Touching most bases. Stuart Broadcasting's National Baseball Network says it has TV access to 21 of the 24 teams—all but the San Diego Padres, which has no regular TV schedule, and the Los Angeles Dodgers and Montreal Expos—and close to 200 TV stations. President Don Stuart says the network covers, on average, about 85% of U.S. TV homes. It's offering 30-second announcements at about \$18,500. Its principal advertisers include Consolidated Cigar for the fourth straight year (through several agencies); Noxzema for the third straight year (through William Esty Co.); Brylcreem (Kenyon & Eckhardt) and Mennen's Protein 29, Speed Stick and Skin Bracer (Warren, Muller, Dolobowsky).

feeds provided to a regional network of 115-120 stations.

Bob Starr, on the KMOX sports staff since 1972 and a parttime member of the baseball Cardinals broadcast team during the last two years, takes over as play-by-play man. Mike Shannon returns as color man.

KSD-TV St. Louis goes into its 15th year with the Cardinals with plans for 31 telecasts, including a preseason meeting with the Pittsburgh Pirates April 3 in Bradenton, Fla. A regional TV network of 14 stations is planned.

Messrs. Starr and Shannon will be in the booth along with Jay Randolph, KSD-TV sports director.

Pregame and postgame dugout shows are planned with Household Finance Corp. as the major advertiser.

Tony Bello, general sales manager of KSD-TV, reported a sell-out by mid-February, the earliest in a number of years for the station.

"There definitely is a resurgence of interest in baseball," he said. "Helping is its growing attraction for younger audience with such things as instant replays and other coverage techniques. Also, we're careful not to overexpose on TV with an excessive number of games. And what we do telecast, we back up with heavy promotion."

National League-West

Atlanta Braves

WSB(AM) Atlanta's broadcasts of Braves games has become a Southern tradition as the station comes back for the 11th year and the second of its present five-year contract. WSB has carried the Braves since they moved to town and this year again is flagship of a regional network estimated at "50 plus" stations.

Ernie Johnson, director of broadcasting for the Atlanta Braves, returns as number one play-by-play announcer with assistance from Peter Van Wieren. On the radio side, the Atlanta Braves retain the rights and do their own selling, with stations in network given some time to sell. Ten exhibition and 162 regular-games are set for

COUNTY OF 54 GOLF COURSES
8 MI. to GREAT SAILING

40 MI. TO WORLD FAMOUS SKI SLOPES
YEAR ROUND TENNIS

CLASS "A" STEREO FM

Almost new automation & live studios transmit to nearly 2 million people!
Less than \$6,000 monthly operation expense ... Ultra-plus atmosphere!

SOUTHERN CALIFORNIA

\$450,000

TERMS NEGOTIABLE

Principals only - Substantiate Qualifications

Donald B. McCann, 1519 National City Bank Bldg., Cleveland, Ohio 44114

coverage. The pregame *Lead-off Man* show and the postgame *10th Inning Show* will be sponsored by Midas Muffler (Wells, Rich, Greene), and returning Atlanta Beverage for Budweiser (D'Arcy, MacManus & Masius).

WTCG(TV) Atlanta holds the television rights to the Braves, which may be no more than formality. This year's purchase of the Braves by Ted Turner's Turner Communications put the team and WTCG under common ownership. The independent UHF will originate 66 road games (including two exhibitions) for a six-state Southeastern regional network of 29 stations each expected to pick up between 10 and 25 each. Turner Communications' WRET-TV Charlotte, N.C., will carry all the WTCG games. Ten pregame and 50 postgame shows are planned, with their scheduling dependent on game starting times. These shows have not yet been sold.

WTCG will replay about 50 of the games at 1 a.m. with all advertising included. Mr. Johnson will also handle chief announcing duties for WTCG, but with television assistance from Skip Carey.

Cincinnati Reds

The Reds are entering into the third year of a three-year contract with WLW(AM) Cincinnati to act as the flagship for a 124-station, 95-market lineup (compared to last year's 112 stations in 85 markets) stretching across six states: Ohio, Indiana, Kentucky, Virginia, West Virginia and Tennessee. As before, WLW will broadcast all of the Reds' 25 preseason games and all of 162 regular-season games.

The returning announcers are Marty Brennaman (play-by-play) and Joe Nuxhall (color). As last year, Mr. Brennaman and Sparky Anderson, the Reds' manager, will work together on the first of two pregame shows, *The Main Spark*. The second pregame show, *Turf Side*, will again be presided over by Mr. Nuxhall and will consist of dugout interviews. The two postgame shows will also return: *Star of the Game*, with Mr. Nuxhall and his interviewees, and *Scores and Comments*, under the aegis of Mr. Brennaman.

The rotating sponsors for the sidebar shows are Security Moving and Storage Co. (Yeck & Yeck), Dodge Dealers of Cincinnati (BBDO), Chrysler-Plymouth dealers (Young & Rubicam), Cincinnati Milk Sales Association (Nolan, Keelor & Stites, Cincinnati), Blue Cross/Blue Rubber (direct), Aamco (Park Advertising/Herminghaus/Clarke), *The Cincinnati Enquirer* (Stockton West/Burkhart), Burkhardt's men's store (direct), Jamboree sporting goods (direct), International Harvester trucks (Holland Co.), International Harvester tractors and mowers (Corbett), Mutual of New York (direct), West Shell realtors (Stockton West/Burkhart), Gabriel shock absorbers (Post-Keyes-Gardner), Carrier air conditioners (J.S. Freedman), Firestone Tire & Rubber (direct), Aamco (Park Advertising), Bimel-Walroth Co.

The Wold connection. Robert Wold Co., Los Angeles will set up radio coverage of baseball road games, for first time, via a combination of satellite and land-lines to eleven radio stations that originate coverage of local clubs. Western Union's Westar satellite will be the carrier along with Bell System land lines. Satellite transmission for local radio has been limited in the past, since the only audio tariff available was between New York and Los Angeles. Wold and the major radio networks had used the tariff for coast-to-coast connections, but a new Westar tariff has added five more cities as satellite gateways (Atlanta, Washington, Dallas, Chicago, and San Francisco) enhancing the Wold coverage plan.

According to Robert Wold, the company's president, satellite transmission will bring interconnection costs down between 10-20% depending on the geographical location of the cities involved.

The eleven stations involved are: KMPC(AM) Los Angeles (California Angels), WMAQ(AM) Chicago (White Sox), WCCO(AM) Minneapolis-St. Paul (Minnesota Twins), WMCA(AM) New York (Yankees), WGN(AM) Chicago (Cubs), WLW(AM) Cincinnati (Reds), KABC(AM) Los Angeles (Dodgers), WNEW(AM) New York (Mets), KDKA(AM) Pittsburgh (Pirates), KOGO(AM) San Diego (Padres) and KSFO(AM) San Francisco (Giants). Coverage of the Oakland Giants was still being negotiated.

In addition, Wold will transmit road games to seven other major league cities exclusively on Bell System direct dial circuits including: WBAL(AM) Baltimore (Orioles) WMEX(AM) Boston (Red Sox), WWWF(AM) Cleveland (Indians) WSB(AM) Atlanta (Braves) and CFCL(AM) Montreal (Expos).

(direct), Riverside Ford (direct) and Grange Mutual Companies insurance (Corbett).

WLWT(TV) Cincinnati, also in the third year of a three-year contract with the Reds, will serve as feeder station for four main baseball outlets (Cincinnati, Dayton, Columbus and Indianapolis) with an additional nine stations taking the feed. The 35-game schedule includes one preseason away game. Pregame shows are planned for weekends, postgames shows when time permits.

Ken Coleman and Bill Brown will handle the announcing. The station reports the spots are nearly sold out.

Houston Astros

KPRC-AM-TV Houston will make it five years in a row as originator of Astros coverage.

The club (Houston Sports Association Inc.) has again retained radio and television rights. Art Elliott has taken over as director of broadcast operations.

Some 20 TV stations and 25 radio outlets in Texas and Louisiana will make up the Astros' networks.

KPRC is to originate 20 exhibitions and the 162-game regular schedule. KPRC-TV will telecast 28 games, nine in prime time.

Gene Elston and Loel Passe are back as the broadcast team as they have been since the networks were formed. New in the Astros booth this year will be Bob Prince, who had been with the Pittsburgh Pirates for 28 years.

Los Angeles Dodgers

The Dodgers for the third consecutive year will be carried by KABC(AM) there, which will feed the games to a 19-station network. Announcers for the play-by-play and pregame shows will be Vin Scully and Jerry Doggett.

Pregame sponsorship will be split between Pepsi Cola Bottling Co. of Los Angeles (David & Evans) and Continental

Airlines (Benton & Bowles).

For the 18th consecutive year, KTTV(TV) Los Angeles will carry Dodgers games. Pregame sponsors are Pepsi-Cola Bottling Co. of Los Angeles (David & Evans) and Sears, Roebuck & Co. (Star Advertising). Postgame sponsors are Southern California MacDonald's Operators (Davis, Johnson, Mogul & Columbatto) and Olympia Beer (Ayer Baker).

San Diego Padres

KOGO(AM) San Diego is set to carry the San Diego Padres' regular-season schedule—and 22 exhibition games if played—for the eighth year, with Jerry Coleman and Bob Chandler again announcing. Three-fourths of the programs and postgame availabilities and adjacencies have been sold to Pacific Southwest Airlines (Clinton Frank), Culligan Soft Water dealers, Wickes Furniture, National University and Day and Night Air Conditioners.

A Padres spokesman said no TV arrangements had been made.

San Francisco Giants

Last-minute confirmation of the Giants' new ownership (putting to rest earlier talk of a possible franchise switch to Toronto), has delayed sales and final arrangements for broadcast of the team's games. However, KTVU(TV) Oakland-San Francisco will carry 20 games, with no pregame or postgame shows planned. KMPH(TV) Tulare, Calif., will pick up the telecasts. Al Michaels and Gary Park will handle coverage again for KTVU.

KSFO(AM) San Francisco has seven to 15 stations standing-by to form a regional network to carry regular season games and including 10 preseason games.

Mr. Michaels and Art Eckman will return as play-by-play announcers and the latter will handle the 15-minute pregame *Warmup* show; a station announcer will be picked to do the 10-minute postgame show.